



WISCONSIN APPRENTICESHIP ADVISORY COUNCIL

to DWD, Bureau of Apprenticeship Standards &
Wisconsin Technical College System Board



Approved Minutes of July 27, 2017
Wisconsin Technical College System Office
Madison, WI

Members Present		
Barker, Daniel	Grohmann, Gert	Kessenich, Mark
Branson, Dave	Hayden, Terry (Co-Chair)	Morgan, Carrie
Cook, Jim	Hellenbrand, Callie	Mortenson, Brandon
Daily, Michael	Hurt, Henry	Wieseke, Mark
Engelke, Kilah	Jacobson, Gene	
Members Absent		
Anthony, Ruben	O'Neill, Hollie	Reader, Chris
Belanger, Wayne	Pfannerstill, Kathleen	
Kindred, Brent	Pratt, Dawn (Co-Chair)	
Consultants and Guests		
Anderson, Cindy	Bureau of Apprenticeship Standards	
Anhalt, Tim	NECA-IBEW	
Budda, Tim	Bureau of Apprenticeship Standards	
Crary, Cathy	Dept. of Workforce Development, Youth Apprenticeship	
Emrick, Leigh	Associated Builders & Contractors of WI	
Johnson, Joshua	Bureau of Apprenticeship Standards	
Nakkoul, Nancy	Wisconsin Technical College System	
Rice, Vincent	Bureau of Apprenticeship Standards	
Smith, Owen	Bureau of Apprenticeship Standards	
Sugerman, Lauren	Chicago Women in the Trades	
Wagner, Heidi	University of Wisconsin School for Workers	

1. Call to Order

The meeting was called to order at 10:09 a.m. by Co-Chair Terry Hayden. Ms. Carrie Morgan welcomed attendees to the Wisconsin Technical College System office. Council members, consultants and guests introduced themselves.

2. Action: Review and approve minutes of March 21, 2017, meeting

Mr. Jim Cook noted that he is incorrectly identified as a guest, not a member, in the minutes. The minutes were approved as revised.

3. National Apprenticeship Week 2017

Co-Chair Hayden proceeded to the next agenda item and asked Mr. Joshua Johnson to introduce it. Mr. Johnson notified the Council that the third annual National Apprenticeship Week will be held November 13-19. Mr. Johnson asked the Council for input on potential events that either it or other stakeholders could host.

Co-Chair Hayden reminded the Council that it supported last year's National Apprenticeship Week by hosting its quarterly meeting at the Madison Labor Temple in conjunction with a career fair that included outreach for registered apprenticeship. Mr. Dave Branson volunteered that the Building Trades Council is willing to sponsor an event again. .

Mr. Dan Barker asked whether individual technical colleges and area sponsors could coordinate events together to avoid creating competing events. Mr. Barker shared that his company has planned to host an event, but decided against it after learning Fox Valley Technical College would be sponsoring an event, too. Mr. Barker requested that technical colleges either coordinate or collaborate with area sponsors. Ms. Carrie Morgan agreed, and replied the WTCS office would discuss the matter with individual technical colleges. Mr. Johnson added that the Bureau encourages having multiple events from multiple partners because, although the events may seem competitive or even redundant, they often draw very different audiences. Mr. Cook agreed and suggested that technical colleges and area sponsors could collaborate on day-long events with separate morning and afternoon locations.

Action: Ms. Carrie Morgan offered to discuss collaborative efforts with individual technical colleges for ideas on collaborative and independent events.

Mr. Hurt seconded the Building Trades Council sponsoring another event. Mr. Hurt and Ms. Kilah Engelke suggested that the Building Trades again sponsor a hands-on career fair because those events were very successful last year.

Mr. Vincent Rice suggested that participants in the LEADERS program, which will officially begin soon, could either sponsor or officially support an event, such as a half-day event at Quad Graphics. Mr. Rice also seconded the idea of a one-day event split between a technical college in the morning and an area sponsor in the afternoon.

Ms. Cindy Anderson suggested an event that would focus on new apprenticeship programs in new industries, such as health care or information technology.

Co-Chair Hayden complimented the Council for generating many good initial ideas. He concluded by stating that BAS Director Morgan will share more information about National Apprenticeship Week as the year progresses.

4. Presidential Executive Order

Mr. Johnson drew attendees' attention to the White House news release of June 15, 2017, "Presidential Executive Order Expanding Apprenticeships in America." He then distributed a related reading, an abstract of the proposed revisions to title 29, Code of Federal Regulations, part 29." He reviewed that President Trump issued Executive Order 13801 to streamline registered apprenticeship. Mr. Johnson added that the Bureau does not know many exact details about the proposed revisions at this time. The Department of Labor will share more information at the August meeting of the National Association of State and Territorial Apprenticeship Directors (NASTAD).

Co-Chair Hayden called for discussion from the Council. Mr. Cook asked whether the Bureau has any indications of the potential effects of the Executive Order. Mr. Johnson acknowledged that the Bureau has no indications at this time, but the DOL Office of Apprenticeship may discuss the order and answer questions about it at the NASTAD meeting. Mr. Rice shared that the Department of Labor is arguing that apprenticeship should be driven by the internal needs of employers with minimal government regulation. He added that the DOL recognized Wisconsin as a national model for administering apprenticeship, but the term "registered apprenticeship" was revised to simply "apprenticeship" in several of the related documents. Mr. Johnson added that only federal apprenticeship states, which register programs through the Department of Labor, seem to express difficulty with the registration process; in contrast, the Wisconsin process is significantly smoother.

Co-Chair Hayden noted that he has been nominated to serve on a federal task force for expanding apprenticeship. Mr. Rice added that several major manufacturers in Wisconsin were also nominated for the task force.

4. Bureau of Apprenticeship Standards Update

Co-Chair Hayden transitioned to the next topic and gave the floor to Mr. Johnson.

Expansion Grant

Mr. Johnson explained that the Department of Labor awarded four contracts to workforce intermediaries to develop regional opportunity partnerships across the nation. The goals of these state expansion grants are to expand registered apprenticeship into new industries and to increase apprenticeship opportunities for traditionally underrepresented populations. In Wisconsin underrepresented populations are historically women and minorities.

Mr. Rice elaborated. The Bureau was awarded \$1.5 million for 18 months, with the target of registering 427 new apprentices in construction trades and increasing women and minority numbers. The Bureau is focusing grant activities in the southeastern quadrant of the state. The Bureau's primary partners are Employ Milwaukee and the South Central Workforce Development Boards.

Mr. Rice continued. To date, the Bureau has already registered more than 427 construction apprentices in the targeted areas. Three phases will now follow: ensure the construction apprentices complete their programs; developing relations with local apprenticeship committees to ensure the apprentices receive consistent support; and explore new apprenticeship possibilities in the Biotech and Financial Services sectors. The Financial Service apprenticeships will likely develop soon because the industry has identified several potential occupations. Last, the expansion grant maybe renewable. Therefore, the overall objective for 2017 is to obtain an additional \$1.5 million for an additional 18 months.

Presentation by Ms. Lauren Sugerman, Chicago Women in the Trades

Mr. Johnson introduced Ms. Lauren Sugerman, National Policy Director of Chicago Women in the Trades.

Presentation

Ms. Sugerman introduced herself and briefly described her career path and the purpose of Chicago Women in the Trades (CWIT). Ms. Sugerman began her career in the skilled trades in 1980 as an elevator constructor as a result of the introduction of CFR 29.30, the federal regulations on Affirmative Action and Equal Employment in registered apprenticeship, which helped many women and minorities obtain employment in skilled trades. She eventually became one of the founders of CWIT. Its mission is to develop, implement and document best practices of training programs that succeed in placing and retaining women and minorities in skilled trade occupations. Although CWIT is based in Chicago, it now proudly works with workforce development and registered apprenticeship partners across the nation.

Ms. Sugerman shared various anecdotes about the work of partner organizations. She emphasized the story of a female ironworker who told labor leaders at a conference that their current policies for maternity leave were insufficient. As a result, Ironworker leadership announced at the Impact National Conference their new policy to up to eight weeks of paid maternity leave after delivery at up to 80% of the individual's salary. The policy has become the gold standard, exceeding similar policies of most private companies and far exceeding the federal law of up to 12 weeks of unpaid maternity leave.

Ms. Sugerman continued that CWIT collaborated extensively with Secretary Perez to ensure that recent initiatives to expand registered apprenticeship target not only new occupations and new industries, but greater opportunities for women and minorities, too. CWIT succeeded in having the Department of Labor add metrics for women and minority involvement into the recent state expansion grants.

Ms. Sugerman was invited to this meeting to show the Council an example of an organization that has been very effective at recruiting women and minority apprentices. In addition, the Bureau wants the Council to discuss two topics with CWIT: how the organizations could partner on the Council's proposed conference on increasing diversity in registered apprenticeship; and how Wisconsin apprenticeship could be more effective overall in recruiting and retaining women in minorities.

Ms. Sugerman transitioned to several key strategies for recruiting and retaining women and minorities:

- Target outreach and marketing specifically to women and minorities.
- Provide effective educational programs prior to and during the apprenticeship
- Establish gender-inclusive policies for effective long-term retention and advancement.
- Above all, be dedicated to inclusivity, targeting, and sensitivity.

Targeted outreach is critical to overcoming barriers to women's participation in non-traditional occupations because the career path for women and minorities has been "dimly lit" traditionally and constructed of low-paying occupations. Therefore, CWIT encourages organizations to target women and minorities specifically and emphasize the career and financial rewards of apprenticeship. Those incentives resonate more strongly with women and minorities than with other demographics. In addition, outreach material should feature photos of women and minorities and not unintentionally loaded with masculine photos and language.

Therefore, Ms. Surgerman continued, because the skilled trades have traditionally been considered non-traditional occupations for women and minorities, assuming women and minorities, on the whole, will be prepared for apprenticeship is not helpful. Instead, expect additional efforts will be necessary to prepare and retain them. These efforts can be fulfilled through pre-apprenticeship programs and support groups and mentors for apprentices.

To recruit, retain, and advance women and minorities in the skilled trades, it is necessary to establish gender-inclusive policies. Ms. Surgerman emphasized that "enhancement matters." Begin establishing gender-inclusive policies by enhancing existing procedures with greater gender and cultural sensitivity. Existing procedures may seemingly work well for the broad population of apprentices, but may have hidden biases against women and minorities. An excellent example is the "letter of intent to hire," which may not account for the subtle, hidden gender stereotypes among some employers that women are not viable candidates for the skilled trades.

Ms. Sugerman noted that CWIT's collaboration with the Bureau will include delivering an a registered apprenticeship equity survey for companies; assisting sponsors with updating their AA/EEO plans to comply with recent revisions to CFR 29.30; and encouraging apprenticeship stakeholders to adopt CWIT's library of outreach materials to local needs. Materials include fliers, pamphlets, videos, training documents, and policies.

Ms. Sugerman returned to the importance of providing effective educational programs before and during the apprenticeship. She stressed that it is very important to have gender-equitable pre-apprenticeship programs for women and minorities from underrepresents populations because they need a safe and supportive learning environment, role models, and mentors. Curriculum should emphasize effective communication and interviewing and reflect the experiences of diverse populations. Instructors should be capable of instructing different genders and minorities.

"What do women need to learn in the classroom or a workshop?" Ms. Sugerman asked. Exposure to work tools, test taking, spatial and mechanical aptitude. They commonly enter the program at a later age and have not had as much exposure to these topics. The CWIT website includes full curriculum for a 12-week training program, including lessons plan, answer keys, and guidelines. Courses include the following: interviewing; math; basic construction skills; health and safety for women in construction; combating discrimination; building successful communities; cultural competency; and strategies for surviving and thriving in a work environment dominated by white males.

Ms. Sugerman noted that some health and safety matters for women on job-sites may be easily over-looked, such as type and location of restrooms and personal protective equipment sized for men. Last, the CWIT website offers best recruitment and retainment practices for contractors on mega-projects. Ms. Sugerman concluding by reminding the Council that it doesn't have to adopt all of the suggestions whole-hog. However, they are the critical areas to consider and CWIT has valuable resources available for use and modification.

Co-Chair Hayden and Mr. Johnson thanked Ms. Sugerman for her presentation. Attendees applauded.

Mr. Jim Cook shared that the Bureau and Wisconsin Technical College System will collaborate on revising the curriculum for the mandatory course, "Transition to Trainer." He commented that the section on workplace diversity would be "prime" for adding CWIT's content. He feels that, unfortunately, much curriculum on diversity turn quickly into a laundry list of do's and don'ts rather than address key underlying issues.

A Council member asked what material is included in the CWIT curriculum on interviewing. Ms. Sugerman replied that the curriculum includes preparatory tips and questions, a mock interview exercise, and traditional readings and tips.

A Council member asked how to best encourage women to apply for existing vacancies. Ms. Sugerman advised to combine targeted outreach material followed by educational sessions. Outreach material should include photos of women and minorities, text written to women, and information on what to do next. The material should be followed by an educational opportunity, such as information sessions or annual orientations for new apprentices. Ms. Sugerman strongly encourages stakeholder to think of recruitment as a step-by-step sequence of targeted activities.

Ms. Sugerman concluded with a powerful summary of the importance of helping women and minorities enter apprenticeship: "If you can't see it, you can't be it."

Presentation by Ms. Heidi Wagner, University of Wisconsin Extension, School for Workers

Ms. Sugerman introduced Ms. Heidi Wagner, Assistant Professor in the University of Wisconsin-Madison Extension, School of Workers, Labor Studies Program.

Ms. Wagner introduced herself and thanked the Council. She shared that her career in the skilled trades began by working as a carpenter for ten years after high school. Later, she earned her master's degree in construction management. She then proceeded to earn her doctorate degree, and is currently researching hiring goals for women on major construction projects. She is a Madison resident, and wants to build partnerships with apprenticeship stakeholders.

Ms. Wagner explained that involving women in the trades occurs in four areas: entry; training; retention; and advancement. Each phase requires different strategies. She shared that women constitute only three percent of the national building trades workforce. Moreover, that percentage which hasn't budged in many years, despite successful geographic pockets and successful projects, such as women comprising 20% of the building trades workforce in New York City.

Ms. Wagner transitioned to the topic of women entering the workforce. She shared that she has observed that the building trades seem to ask this question frequently: "How do we get women to want to do this work?" She answers that more women are interested in the work that the building trades may think. She then encouraged attendees assume that is true for the remainder of the conversation. She asked, "What do you think are their opportunities right now?"

Mr. Tim Anhalf shared that he has conducted outreach for the electrician trade with Native American tribes in northern Wisconsin for many years. He learned that the process is very slow, so efforts must be consistent across five to ten years. Shorter-term efforts, such as one to three year projects, will likely not work. The primary point of contact must remain the same, too. Having a variety of contacts will not work. Last, a project of five years or more will make mistakes and failures and must persist through them.

Co-Chair Hayden shared that the Council worked very hard to create many tools to increase recruitment and involvement of women and minorities, but the tools haven't "raised the needle at all." He admitted it is frustrating that so much effort was not successful.

Ms. Wagner asked whether the Council had a state plan for outreach. Mr. Cook replied that the building trades have local plans but not a state-wide plan. He added that he has been surprised at a lack of local financial and leadership support for these programs. The electrical joint apprenticeship committees and Madison Area Technical College had worked on a successful

recruitment project, "Tools for Tomorrow," but the funding was massively scaled back and, to the surprise of the committees and college staff, no other parties stepped forward to fund or lead the project. He added that he has seen the percentage of minority males increase, so he was initially optimistic about increasing the participation of minority women. However, it instead proved to be very difficult over time. He concluded by sharing the construction trades often look to the military's recruitment strategies because, although the industries are different, they share similar outreach challenges. However, no other parties have stepped up to replace the Tools for Tomorrow program or make recruiting women and minorities its primary mission.

Mr. Rice commented on the cancellation rates and causes in Wisconsin Apprenticeship and what they suggest retention efforts need. Wisconsin apprenticeship has a large number of cancellations, and the reasons for many cancellations are careless. Most cancellations occur in the probation period; some occur after. Cancellations in the probation period do not require a specific reason; it is assumed that the working relationship didn't work out. Mr. Rice stated that this suggests sponsors must be more committed to helping their apprentices succeed: "If I start an apprentice, that apprentice will finish." The sponsor and employer must have internal support networks for apprentices.

Ms. Sugerman concurred. She advised that sponsors must ask whether the apprentice is failing or whether the system is failing the apprentice. She advised that sponsors consider adopting progress interviews. A stronger internal process could be motivated by a stronger return on investment. She added that she does not believe sponsors intentionally fail the apprentices, but are likely out of the loop. She asked the Council to consider how it can help sponsors and employers and stakeholders build a more collective interest in successfully training apprentices.

Mr. Cook replied that the approach was tried by a sub-team of the workforce investment board that included state, local, industry, and education partners. The team was able to think strategically beyond one individual program about how all systems and institutions could contribute and share materials. It helped us build up capacity in the workforce system and across the table. Mr. Cook noted that Ms. Nancy Nakkoul authored a guide on evaluating the effectiveness of workplace initiatives, setting high goals, and identifying site-based activities, leadership commitment, and links to pre-apprenticeship training. Her guide reviewed six sites across the Midwest and is still a viable outline on how to engage partners.

Mr. Dan Barker asked Co-Chair Hayden whether the suggestions by CWIT could be addressed or included in workshops at the proposed Wisconsin apprenticeship diversity conference. Co-Chair Hayden replied that he does not know the complete vision for the diversity conference, but for years the Bureau and Council hosted a biennial conference on issues in registered apprenticeship. Stakeholders and sponsors from various sectors of the economy attended workshops, learned tools to help improve their apprenticeship programs, and heard various speakers. Mr. Johnson shared that Ms. Karen Morgan was considering making increasing diversity the sole focus of the next conference. Ms. Sugerman added that tools are helpful in operating individual programs and work best within an overall support structure of a planning

initiative. Her experience is that bringing stakeholders together increases the chances of success. No one industry is going to have all the job openings at one time.

Ms. Nakkoul offered two comments. First, the Council strategic plan does specify an equity component with specific goals and strategies. Second, many technical colleges have co-located workforce development programs with student success and support programs. Every technical college must have a non-traditional occupations coordinator who helps the rest of the college actively engage students and staff. However, the funding was dropped. So, unfortunately, these efforts really depend upon and follow funding. The technical colleges have all the pieces, but they need to be coordinated together and funded again. Ms. Sugerman agreed and shared that CWIT has witnessed many programs have their funding discontinued.

Ms. Sugerman noted that CWIT is anticipating applying for four diversity grants totaling \$400,000. The final request for proposal was released recently and the closing period is August 28. CWIT is wondering if it could apply for the grants on behalf of a partner, a community-based organization with expertise in serving women in non-traditional occupations. CWIT can not apply for existing services because it has already received a federal grant and a WANTO grant, but CWIT could apply to support growing services. Mr. Rice asked Mr. Kessenich whether WRTP / BIG STEP would be able and interested to apply. Mr. Kessenich replied that WRTP / BIG STEP would be interested in talking further with CWIT as long as the game plan would be consistent with the Council's strategic plan.

Ms. Sugerman asked whether Wisconsin organizations had tried this work before. Mr. Kessenich answered that several similar initiatives were attempted in Milwaukee and the greater area, but they faded. Perhaps new momentum exists now. Mr. Cook asked Mr. Kessenich whether WRTP / BIG STEP would be willing to do similar work in northern Wisconsin, too. Mr. Kessenich replied that would require a lot of conversations.

Ms. Sugerman asked whether diversity initiatives should target only the construction sector only or a broader scope of economic sectors. Mr. Michael Daily replied that many manufacturing companies work with WRTP / BIG STEP on similar programs. However, the manufacturing sector on the whole are more disparate than the construction trades, which often work on projects together. It's difficult to say whether the manufacturing sector itself is increasing; it depends on the product and the industry. Some are growing; some are not. Mining equipment is hot right now; motorcycles are falling. Co-Chair Hayden commented that the construction sector is doing very well currently. Mr. Johnson added that the State Expansion Grant specifically focuses on the construction sector. Mr. Cook added that the construction sector is typically more stable and experiences growth periods of five to eight years, and then falls off.

Ms. Wagner thanked attendees for their discussion and returned to her presentation. She summarized her key points. First, it is necessary to have a program to train and funnel women into construction trade or non-traditional occupations. Second, better data on women and minority applicants and apprentices are needed, particularly throughout the apprenticeship and after graduation. Third, pursue funding collaboratively rather than individually.

Ms. Wagner asked what action seems doable as the first step? Mr. Daily recommended focusing on improving data collection and analysis. He commented that is important to identify why apprentices cancel before completing the program. Co-Chair Hayden agreed and added improving data analysis relates to CFR 29.30 and the need for greater compliance and results of outreach efforts. Mr. Johnson suggested adding progress interviews in addition to exit interviews, but admitted it may be challenging for local committees to add them into their current administrative procedures. He also asked what information would the progress interviews seek.

Ms. Sugerman answered that the interviews may seek various information towards learning whether an intervention is necessary. The progress interviews could be standardized, too, which may result in the exit interviews being used differently. One method of monitoring an apprentice's progress is to have a mentor call each week and attend meetings with the apprentice. It build group cohesion and identity. In addition, the mentors were volunteers, which is another crucial aspect. These practices, when implemented, have resulted in 100% retention. Ms. Sugerman emphasized that retention may take that level of effort.

Ms. Wagner suggested that progress interviews could be compared to exit interviews to connect data over time. Although it may take several years to gather the necessary data, the data would provide multiple points in time to compare.

Mr. Rice shared that the Bureau data shows that certain employers and trades have consistently higher completion rates over time than other employers and trades. Mr. Rice acknowledged that the Bureau's data does not accurately reflect the apprentice's progress over time because an apprentice could be assigned to many employers over time by a local committee. However, the data still show interesting results. For example, Madison contractors with high completion rates had mentor programs. In contrast, Milwaukee contractors with low completion rates had no mentor programs.

Co-Chair Hayden suggested that the Equal Access Subcommittee continue this discussion before the diversity conference. Mr. Kessenich agreed and suggested that the Subcommittee review the minutes from this meeting, too. Co-Chair Hayden added that the working idea is to host the diversity conference next fall. Ms. Sugerman encouraged the Council to attend the Chicago Women in the Trades conference in Chicago ahead of time to gather more input on the topics and issues. Registration information is available on the CWIT website. The conference will begin on a Friday night; a pre-conference institute will occur the night before.

Mr. Anhalt shared that he one of the a small number of men that attended last year's CWIT annual conference. He felt uncomfortable and out of place, which he thought that feeling was the most helpful, long-lasting lesson.

Co-Chair Hayden thanked Ms. Wagner, Ms. Sugerman, and the Council for the discussion

b. WAGE\$ Grant

Co-Chair Hayden introduced Ms. Cindy Anderson.

Ms. Anderson drew attendees' attention to several documents: the final Exhibit A for Mechatronics; the draft Exhibit A for Software Developer; and the final job book for Mechatronics.

Ms. Anderson reviewed that the key metrics for the WAGE\$ grants includes creating two new apprenticeships in information technology, three new apprenticeships in health care, and one new apprenticeship in advanced manufacturing.

To date, the Bureau has completed the advanced manufacturing program, which is Mechatronics. Waukesha County Technical College and Blackhawk Technical College are in the process of adding Mechatronics. The program will expand based on employer demand. It is sponsored by the State Industrial Mechanical & Fluid Maintenance Committee.

The first new apprenticeship being developed in the information technology sector is Software Developer. Demand for the program reflects a gradual trend in the industry away from hiring graduates of four-year colleges to hiring work-ready individuals as soon as possible. The industry focus group recently concluded the final draft of the on-the-job learning and related instruction. Both components are now under final review and approval. The program will be little more than two years, including 360 hours of related instruction. Mid-State Technical College and Waukesha County Technical College has expressed interest in delivering the program. The program will rely heavily on pre-employment assessments and training because the occupation requires advanced math and logic.

The second new apprenticeship being developed in information technology is Data Analyst. The first phase of development, the occupational analysis known as DACUM, will occur next week. Interested employers are from manufacturers and hospitals.

The third new apprenticeship in information technology will be Help Desk Support. The DACUM will be held in September. The scope of work is projected to emphasize supporting physical workstations rather than answering technical questions in a call-center.

The first new apprenticeship slotted for development in health care is pharmacy technician. The Bureau will host an exploratory discussion in August. The working concept is that the pharmacy technician could graduate to working in an in-patient pharmacy, which is a distinctly different scope of work than retail pharmacy.

In addition, the grant will continue the expansion of three existing apprenticeships in advanced manufacturing into additional areas of the state: Industrial Manufacturing Technician, Maintenance Technician, and Welder-Fabricator.

Ms. Anderson concluded by stating that the WAGE\$ grant is projected to conclude in September 2020. Two and half years remain.

Attendees did not have questions or comments.

Youth Apprenticeship Update

Co-Chair Hayden gave the floor to Ms. Cathy Crary, section chief for Youth Apprenticeship.

Ms. Crary opened by suggested that registered apprentice percentages may naturally increase as a result of introducing youth to the skilled trades at a younger age. If they try the basic skills and learn that they can do them well, we may see more students be drawn naturally to registered apprenticeship.

Ms. Crary shared that the youth apprenticeship statistics for the 2016-17 school year will not be ready until September 30, so today she will provide a brief summary of the program's funding scorecard. The funding for the 2017-18 school year is the highest in 25 years: \$3.9 million. The budget for the previous school year was \$3.2 million. Youth apprenticeship programs across the state love the competency and credit bridge policies for competencies, curriculum and credit between youth and registered apprenticeship. The programs also love that the Workforce Investment and Opportunity Act now includes apprenticeship. The incorporation of youth apprenticeship into the Bureau of Apprenticeship Standards has helped a lot. Youth apprenticeship staff have high hopes for the upcoming year.

Ms. Crary continued. The YA state staff have a new database, YODA, which stands for **Youth Online Database**. The new database has the capability of tracking youth apprentices by cluster and by unit, which was previously unavailable. Therefore, future data will be more useful, but it will take at least one academic year to gather enough data to be statistically helpful.

Ms. Crary noted that that the BAS website now features a link to the youth apprenticeship website. The Youth Apprenticeship website lists which youth and registered apprenticeships are bridged. The next step for Youth Apprenticeship will be to network regional stakeholder groups, introducing them to one another. The agenda will likely include soliciting inputs on pre-apprenticeship readiness program. Ms. Crary admitted that she had been functioning on the misconception that youth apprenticeship graduates would automatically satisfy the requirements for a pre-apprenticeship readiness program, but that is not the case. She stated she would prefer to revisit that matter another time and learn what youth apprenticeship could do to make that happen.

Co-Chair Hayden asked whether Ms. Crary wanted to discuss how Youth Apprenticeship graduates could automatically earn a certification from a related pre-apprenticeship readiness program, particularly if the youth apprenticeship program was not directly related to a registered apprenticeship program. The vision is that the youth apprentice graduate could say to an advisory committee that their program met a specific percentage of the readiness program

curriculum, get credit, and then complete the rest of the program. Co-Chair Hayden confirmed that the topic would be added to the next Council agenda.

Mr. Johnson asked Ms. Crary to share the youth apprenticeship goals of Milwaukee Public Schools. Ms. Crary reported that the Milwaukee Public Schools is projecting to enroll 250 youth apprentices for the upcoming school year. By taking on more youth apprentices, the school system hopes to receive additional funding in the future for a youth apprenticeship coordinator. Many schools and students have committed already, but not many employers. The target is doable but may not be attainable in one school year. MPS averaged 30-40 youth apprentices per school year.

Mr. Anhalt asked Ms. Crary whether the state Youth Apprenticeship staff have presented to joint apprenticeship committees. Mr. Johnson replied that the consortia would be the appropriate party to approach the committees. He encouraged Mr. Anhalt to ask the local apprenticeship training representative to network the youth apprenticeship consortia with the registered apprenticeship local committee.

Co-Chair Hayden and Mr. Johnson thanked Ms. Crary.

Apprenticeship Outreach Plan

Mr. Johnson presented the working draft of the apprenticeship outreach plan, compiled from the outreach activities included in the three federal grants received by the Bureau.

Mr. Johnson began on page 15 of the plan. The funding for outreach is reviewed in the grant budgets. The materials will include updating material, creating employer toolkits, creating a toolbox for leaders, and implementing social media. In addition, activities include targeted outreach for the financial services sector; updating all existing outreach material; recoloring the BAS logo to match the Department of Workforce Development (DWD) logo; creating industry-specific fact sheets; redesigning the cover of technical assistance guide; creating new powerpoint templates; and more.

Further proposed activities include increasing partners' overall understanding of apprenticeship; training frontline staff at DWD job centers in registered apprenticeship, modeled after similar training from Oregon's state apprenticeship program; developing a return-on-investment model for potential sponsors; implementing the Apprenticeship LEADERS program; and increasing tools on recruiting and retaining women and minorities, which relates directly to the presentation by CWIT.

Mr. Johnson shared that Director Morgan presented the entire plan to the Department of Workforce Development communications office and received permission to proceed. Mr. Johnson concluded that the final step is to receive input from the Council today.

Co-Chair Hayden stated that the working draft is a great first start. He had no major suggestions but noted it is the first time he read the document.

Mr. Johnson thanked the Council for its review.

6. Pre-Apprenticeship Certification

Mr. Johnson turned the Council's attention to the next item on the agenda: a discussion of an application for pre-apprenticeship readiness certification from a workforce development board. He summarized that the Bureau reviewed the application and determined that it was not acceptable due to an absence of support from registered apprenticeship sponsors. The application includes support from one employer, but the employer does not train apprentices. Mr. Johnson turned the conversation to Mr. Rice for more detail.

Mr. Rice stated the program simply is not a pre-apprenticeship program; it's a workforce readiness program to cover all construction trades. That model is not sufficient for the pre-apprenticeship readiness model. Mr. Rice commented that the organizations operating the program are strong partners and could be very successful at a pre-apprenticeship readiness program, but their program focuses nearly entirely on general job readiness skills, such as showing up to work, and preparing individuals already on their roster rather than partnering with actual registered apprenticeship sponsors and developing training to meet their labor needs. Mr. Rice concluded by suggesting the program is more appropriate for WIOA funding.

Co-Chair Hayden asked Mr. Rice to clarify whether the Bureau is informing the Council that it has already denied the application. Mr. Rice confirmed that is the case, and added that the Bureau would like to know whether the Council notices something the Bureau missed.

The Council had no comment.

7. CFR 29.30

Mr. Johnson reported that the Bureau has not yet received further details or instructions on the recent revisions to CFR 29.30 from the Department of Labor. However, the Department of Labor did answer specific questions asked by the Council. The Bureau formatted the questions and answers into a one-page document, which Mr. Johnson distributed.

8. Wisconsin Technical College System

Co-Chair Hayden gave the floor to Ms. Carrie Morgan.

Ms. Morgan summarized which additional technical colleges adopted existing advanced manufacturing apprenticeships as a result of the state expansion grant received by the Bureau. Four technical colleges added the Maintenance Technician; three added industrial Manufacturing Technician; and one college added Welder-Fabricator. Those contributions are on target with the WTCS' contributions to the grant.

To conclude, Ms. Morgan reminded attendees to contact her if they had not received a copy of the 2014-15 WTCS Apprenticeship Completer Report.

9. Statistically Speaking

Co-Chair Hayden gave the floor to Mr. Rice.

Mr. Rice summarized the key findings in the recent statistical report from the Bureau. Overall, registered apprenticeship contracts have grown consistently across every sector except the service sector. However, the service sector numbers no longer include the Department of Corrections, which sponsored a large number of apprentices. Mr. Rice noted that the year is not yet over, so the Bureau may see 3,000 new contracts by the end of the year. Still just have way through year, so the Bureau may meet or exceed last year's annual total of 3100 new contracts.

Mr. Rice noted that the number of new contracts for women and minorities is very low. Hopefully, they will increase in the second half of the year. In addition, 14% of all cancellations were female apprentices, which concerns the Bureau because the population of female apprentices is small.

Mr. Rice concluded by stating that the numbers support the need to closely research the causes of cancellations.

10. Strategic Plan

Mr. Johnson distributed the final versions of the Council's strategic plan and by-laws. He noted both include all suggestions from prior meetings. He asked the Council to approve both for the record.

Action: A motion to approve the strategic plan as written was made by David Branson, seconded by Dan Barker, and passed by the Council.

Action: A motion to approve the by-laws as written was made by Michael Daily, seconded by Jim Cook, and passed by the Council.

Mr. Johnson concluded by summarizing recent personnel changes within the Bureau. Four new Apprenticeship Training Representative vacancies have been filled since the last time the Council met. Dominic Robinson is the new ATR for the Racine area; Richard Badger, for the Waukesha area; Lynn O'Shasky, for the Lakeshore area; and Tim Budda, for the newly designated area of Appleton South.

11. Next meeting date

Co-Chair Hayden asked the Council to schedule its next meeting. He suggested that the next meeting coincide with National Apprenticeship Week. The Council agreed.

The Council tentatively scheduled its next meeting for Tuesday, November 14, 10:00 a.m., at the Labor Temple in Madison.

Adjourn

The Council adjourned at 2:30 p.m.

Respectfully submitted by
Owen Smith, Program and Policy Analyst